

IN THE CLAIMS

Please amend claims 176, 201, 253, 272-274, 280-288,
290-291 and 293 as follows:

C1
5 --176. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said at least one machine recognizable feature has
associated therewith a data link which is recognized by
said feature recognition unit.

C2
10 201. (CURRENTLY AMENDED) A system as defined in claim 186
wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

C3
15 253. (CURRENTLY AMENDED) A system as defined in claim 252
wherein said service includes displaying promotional
programming material on said display unit of said user.

C4
20 272. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar
code, an optical code reader, a personal camera, a personal
computer reader, a digital camera, a digital mouse and an
optical mouse.

273. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit is linked to a personal computer.

*Concluded
C4*
5 274. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit comprises a wireless interface.

C5
10 280. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit is linked to a personal digital assistant.

281. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit is linked to an
15 Internet appliance.

282. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit is linked to an Internet appliance.

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283. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit is linked to a television set.

284. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit comprises a portion of a cellular telephone.

5 285. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit comprises a portion of a personal digital assistant.

10 286. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit comprises a portion of a remote control unit.

15 287. (CURRENTLY AMENDED) A system as defined in claim 272 wherein said feature recognition unit comprises a portion of a handwriting implement.

288. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

Concluded C5
imprinting a machine recognizable feature within a textbook;

scanning said machine recognizable feature of said textbook; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said textbook.

C6
290. (CURRENTLY AMENDED) The method of claim 288 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.

291. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a textbook, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5 textbook wherein, said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10 textbook and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said textbook.

C7
293. (CURRENTLY AMENDED) The method of claim 291 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--